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**Fundraising and Philanthropy Manager (Maternity Cover)**

**Introduction**

Warwickshire Wildlife Trust (WWT) is one of the 46 UK Wildlife Trusts. Established in 1970 we are a grass roots organisation governed by 14 trustees elected from a membership of 30,000 people, 99% of whom live in the county, and supported by over 900 volunteers. We manage an estate covering 1,000 ha in Warwickshire, Coventry and Solihull and no one living or working in that area is more than 6 miles from one of our 67 nature reserves.

As members of the influential network of Wildlife Trusts, we are part of a collective covering the whole of the UK with 870,000 members, 32,500 volunteers, 2,500 staff and 600 trustees all working together through a central unit, the Royal Society of Wildlife Trusts (TWT). Together we are on a mission to restore a third of the UK’s land and seas for nature by 2030. We believe everyone, everywhere, should have access to nature and the joy and health benefits it brings. Each Wildlife Trust is an independent charity formed by people getting together to make a positive difference for wildlife, climate and future generations. Together we care for 2,300 diverse and beautiful nature reserves and work with others to manage their land for nature, too.

WWT has an ambitious ten-year strategy. We have a bold goal that, by 2030, nature will be in recovery with abundant and diverse wildlife everywhere, and that natural processes will be creating wilder landscapes where people and nature thrive.

To deliver our ambitions for nature and people, we need to diversify and increase our unrestricted income, and we are looking for an enthusiastic fundraiser with experience of developing productive relationships with donors to drive this area of work.

Warwickshire Wildlife Trust’s 30,000 strong membership base, managed by the membership team, delivers a consistent and valuable channel of unrestricted income for the Trust. This, alongside grants received from funders, and returns from our commercial trading subsidiary, Middlemarch Environmental Ltd, allows us to deliver a huge volume of work across the county.

The Fundraising and Philanthropy Manager is responsible for driving forward a range of initiatives including the Major Donor Programme and further developing our legacy stewardship scheme. In this way you will increase unrestricted income to further support our strategic aims. The successful applicant will oversee the fundraising budget and set annual plans that align with the Trust’s strategic objectives and work with departments across the Trust to drive the delivery of successful fundraising campaigns.

You will be a passionate, relationship-focused and target driven fundraiser with the ability to inspire and lead others, develop external relationships, and achieve excellent results whilst working collaboratively with colleagues at the Trust and across the movement.

The successful candidate will have the opportunity to make a real impact on fundraising at the Trust in line with our strategic goals of more space for nature, with more people on nature’s side. In return we can offer you a varied role, daily interaction with highly committed colleagues passionate about their work.

If you are interested in using your expertise to help us, then we would be delighted to receive your application.

**Job Description**

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| Accountable to: | **Director of Marketing and Fundraising** |
| Location: | This role is contracted at Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW but follows all the agile working framework set which guides all roles at the Trust (i.e. a balance of office, site & home working where appropriate to the role). |
| Salary: | Grade 3b (£37,729 - £45,814) |
| Benefits:  Responsible for:  Liaison with: | Employers’ pension contribution up to 6% (with 4.5% from employee)  25 days holiday plus bank holidays per year  Access to electric vehicle salary sacrifice scheme  Employee Assistance programme  Death in service benefit equivalent to 3x salary  Fundraising Officer  Colleagues at Warwickshire Wildlife Trust and across the Royal Society of Wildlife Trusts (TWT), in particular the membership team and specifically the membership administrator who also provides administration for fundraising and events.  Volunteers, members, supporters, third parties, agencies and venues |
| Hours: | 35 hours per week (full time) |

**Role purpose**

To diversify, develop and deliver fundraising initiatives with a focus on major donors and legacies, securing significant funding for the Trust that will enable delivery of our new 2030 strategy of more space for nature, with more people on nature’s side.

1. **Main Responsibilities**
   1. Devise and deliver annual plans, together with associated budgets, in line with strategic objectives
   2. Monitor and report on fundraising targets and budget
   3. Line management of the Fundraising Officer
2. **Major Donors**
   1. Growing the scale of donations – both the number of donors and the value of donations by managing an impactful major donor programme for the Trust
   2. Use the Trust’s Customer Relationship Management (CRM) software to manage and grow a pipeline of prospects including high value donors, major donors and potential legators
   3. Develop and manage a portfolio of high value donors and prospects to include working closely with appropriate colleagues on research, cultivation, ask and stewardship, including planning and delivery of inspiring events
   4. Work with the CEO, Senior Management Team and Trustees to appropriately involve them in planning and managing relationships with major donors
   5. Develop a stewardship programme, developing meaningful relationships with donors and potential donors, involving them in our work and ensure they feel valued and part of the Trust.
   6. Manage the Patrons Circle, providing a fantastic experience for WWT Patrons, including delivering engaging events and maintaining regular communication
   7. Ensure appeal donors receive relevant stewardship communications, including holding specific events and activities
3. **Legacies**
   1. Support the development of the Trust's legacy strategy, leading to an increase in number of pledges and value pledged
   2. Identify and recruit new legacy pledgers including but not exclusively from WWT members and supporters, ensuring a legacy pipeline
   3. Steward known legacy pledgers to maximize and retain their loyalty to WWT and to maximize their lifetime giving, including their support for current appeals.
   4. Ensure ongoing engagement with all legators and enquirers by upgrading and conversion through the legacy cycle: enquirer, considerer, intender, pledger
   5. Create and run a series of events to engage potential and existing legators and legacy professionals
   6. Liaise with departments across the Trust in relation to legacy campaigns
   7. Work closely with the marketing team to ensure effective communication about legacy giving with members, supporters and pledgers/legators
   8. Use the CRM’s legacy module to manage relationships with pledgers and legators
4. **General Fundraising**
   1. Support the Trust's new Project Oversights Board, ensuring projects align with the strategy, are fully developed, and help secure appropriate funding
   2. Input into funding bids
   3. Support Trust fundraising appeals
   4. Work closely with the marketing team to update and improve third party fundraising materials, online material and guidance to enable supporters to fundraise for us independently
   5. Ensure that the Trust is up to date and compliant with legislation, regulators and GDPR requirements in relation to fundraising
   6. Stay up to date with current best practice in fundraising techniques and track any upcoming trends
   7. Work with the Membership Services Manager and Membership Development Officer to ensure data is recorded on the CRM accurately and effectively to enable required analysis, tracking, reporting, segmentation and future targeting
5. **General Responsibilities**
   1. Promote the work, mission and vision of the Trust at all times.
   2. Work across teams to develop and implement activity plans across the 2030 strategy business plan.
   3. Use every opportunity commensurate with other duties to contribute to the Trust’s membership recruitment, fundraising and engagement of people.
   4. Ensure a high level of customer service in all dealings with the public.
   5. Ensure continuous development of skills and knowledge required for the post, undergoing training and performance review as required by the Trust.
   6. Work within all the policies and procedures of the Trust, ensuring own compliance with the Trust’s health and safety policies and procedures and that of any resources for whom you are responsible.
   7. Work at all times within the Warwickshire Wildlife Trust’s Equal Opportunities Policy and to promote equal opportunities.
   8. Comply with all legal and contractual obligations concerning the responsibilities of your post.
   9. Carry out any other reasonable duties commensurate with the level of responsibility of the post, as requested by the Chief Executive.

**Person Specification**

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| --- | --- | --- |
| Knowledge | Essential | Desirable |
| Proven experience building and managing fundraising relationships with high level individuals, and securing major gifts. | ✓ |  |
| Proven track record of providing outstanding care to donors, evidenced by long-term and deepening support | ✓ |  |
| A high-level understanding of the strategies, processes and demands of major donor new business, engagement and stewardship. | ✓ |  |
| Knowledge of the major donor landscape as well as the broader philanthropic marketplace | ✓ |  |
| A track record of recruiting new donors and establishing relationships | ✓ |  |
| Integrity, discretion and experience working in a similar role where diplomacy and confidentiality are paramount. | ✓ |  |
| Proficiency in using a fundraising CRM package to manage relationships |  | ✓ |
| Able to communicate WWT values to supporters and stakeholders | ✓ |  |
| Knowledge of fundraising law and fundraising regulations | ✓ |  |
| Knowledge of GDPR legislation in relation to major donor fundraising | ✓ |  |
| Experience | Essential | Desirable |
| Experience of meeting and exceeding targets in a fundraising environment. | ✓ |  |
| Experience of working strategically and collaboratively with a wider fundraising / charity team to improve and strengthen donor experience and the overall supporter journey | ✓ |  |
| Experience working with boards and committees |  | ✓ |
| Experience of fundraising for environmental causes |  | ✓ |
| Charity sector background |  | ✓ |
| Additional fundraising experience such as lower level individual giving, corporate and grant funding |  | ✓ |
| At least 3 years fundraising experience |  | ✓ |
| Skills | Essential | Desirable |
| Superb verbal (phone and face to face) and written communication skills, sufficient to deliver effective pitches, presentations and updates to diverse audiences in a clear and compelling way. | ✓ |  |
| Effective interpersonal skills and ability to form strong working relationships at all levels, internally and externally. | ✓ |  |
| Communication and Influencing | ✓ |  |
| Decision making | ✓ |  |
| Proficient in Windows-based software packages including Word, Excel, Outlook, PowerPoint |  |  |
| Personal qualities | Essential | Desirable |
| Ability to recognise and respond quickly to problems | ✓ |  |
| Ability to work both alone and co-operatively as part of a team | ✓ |  |
| Ability to manage multiple projects simultaneously | ✓ |  |
| Self-motivated, flexible, well organised and able to meet tight deadlines | ✓ |  |
| Able to work under pressure and assume responsibility for decision taking | ✓ |  |
| Ability to recognise and respond quickly to problems | ✓ |  |
| Other |  |  |
| A full driving licence, occasional regional and national travel |  |  |
| Occasional evening and weekend work required |  |  |

**JD finalised March 2025.**

**GENERAL INFORMATION FOR THE POST**

**Warwickshire Wildlife Trust**

Further information can be found on our web site: [www.warwickshirewildlifetrust.org.uk](http://www.warwickshirewildlifetrust.org.uk)

**Selection and Assessment**

The candidates who appear to best meet the person specification will be invited to attend for interview. We recommend that applicants pay particular attention to demonstrating how they meet the person specification on the application form.

The assessment will consist of an interview designed to give candidates an opportunity to demonstrate their skills and suitability for the post. Details will be sent to short-listed candidates.

**Interviews on** **Friday 16th May 2025**

**Appointment**

All our offers of employment are made, subject to some pre-employment checks including: Satisfactory References, checks on eligibility to work in the United Kingdom, checks on relevant certificates. Due to the anticipated level of contact with children or other vulnerable members of society involved with this role, a satisfactory Criminal Records Bureau/Independent Safeguarding Authority check is required.

**Salary**

Your salary will be based on your skills, knowledge and experience. You will be paid monthly in arrears by credit transfer to a bank or building society account.

**Location**

This post will be based at the Trust’s offices at Brandon Marsh Nature Centre, with the option for agile working based on the Trust’s agile working policies. Employees may be required to work at other Trust or non-Trust sites from time to time. The successful candidate will be expected to travel to visit sites within the project area, some of which are in remote locations and many include rough terrain as an integral part of their character. The role will involve some lone working.

**Hours of Work**

Our employees work a 35-hour week (full time). In view of Warwickshire Wildlife Trust’s work, employees can be called upon from time to time to work a reasonable period outside of the set hours. No overtime will be payable.

**Holiday Entitlement**

Our holiday year runs from January to December. Full time employees get 25 days holiday per year plus bank holidays. For permanent members of staff this increases to 27 days after 2 years and 28 days after 5.

**Pension**

You will be automatically enrolled in the Warwickshire Wildlife Trust Stakeholder Pension Scheme if you meet the eligibility criteria, though you may opt out. As an employee you contribute 4.5% of your salary into the scheme and the Trust as your employer contributes an additional 6%.

**Notice**

If you choose to leave the Trust you will be required to give two months’ notice.

**Equal Opportunities**

Warwickshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs.

**CVs**

Please be advised that CV's cannot be accepted on their own and will not be considered if submitted without a completed application form. A completed Warwickshire Wildlife Trust application form only will be accepted.

**Responding to Applications**

Thank you for showing an interest in this job and for taking the time to apply. Unfortunately, due to administration costs, we regret that only short-listed candidates will be contacted. If you have not heard from us within four weeks of the closing date, then please assume that your application has been unsuccessful on this occasion.

*The purpose of this information is solely to provide prospective candidates with details relating to the post. It may not be construed as an offer of employment, nor does it form part of the contract of employment or the role profile.*